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From: Natalia Domina [REDACTED]@google.com>
Sent: Tuesday, February 7, 2017 6:58 AM
To: Elena D.; dreamers@google.com
Subject: Image ad creatives | Stock photos
Attachments: Image ad creatives - Stock photos.pdf

Categories: INFO

Elena,
please find today's slides in the attached file.
Thanks for your time and for attention to this topic.

Thanks,
Natalia

--

Kind Regards,

Natalia Domina (Наталія Дьоміна) | Sr. Account Manager, CEE Export | [REDACTED]@google.com | Google Ireland



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Image ads: stock photos

Ad creative examples

P_0007508

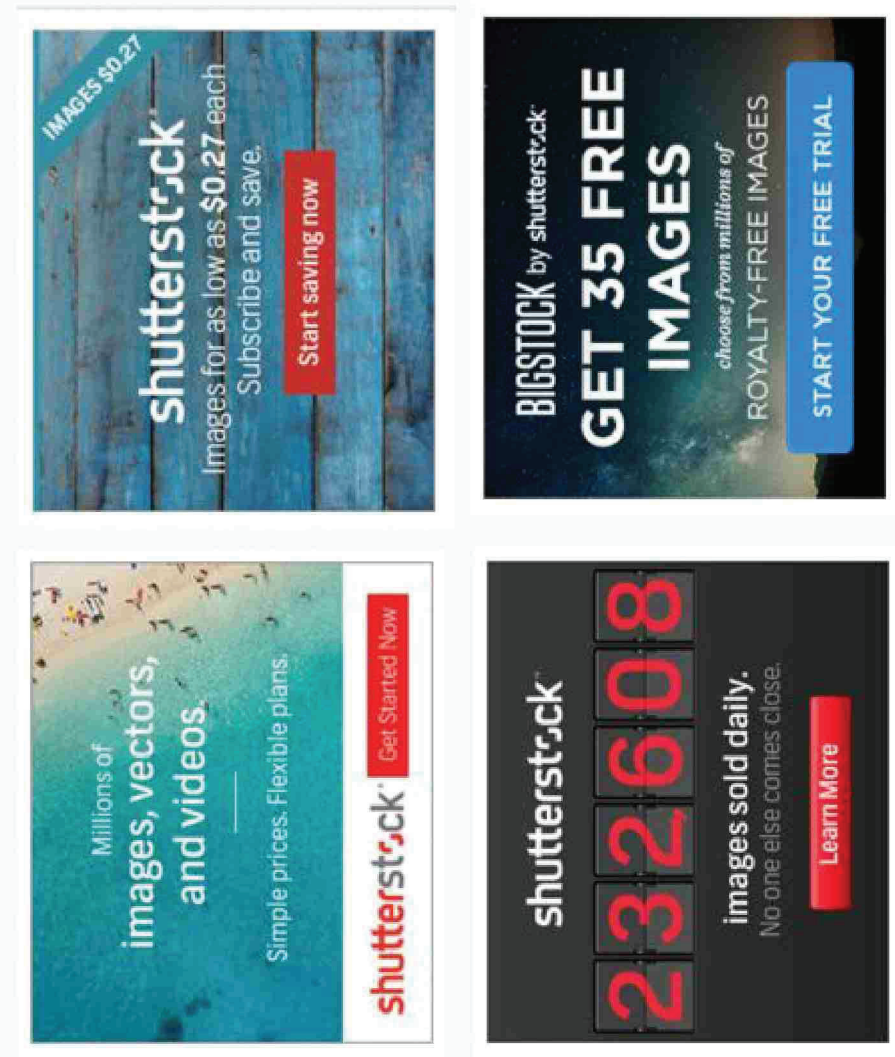
We are not going to show here “the best examples of convertible image ads” because in each specific case there are always lots of factors which have an impact on the final result (e.g. brand name, website UX, prices, customer loyalty, targeting type and other factors).

The AdWords system is based on relevance:
relevant goal > relevant targeting > relevant ad and it's message > relevant landing

These examples of image ads are relevant enough
for some specific goals and strategies.


Let's find what we can “grab” from here to improve and optimize Dreamstime image ads.

P_0007509



Might be good to attract new users. "Get Started Now", "Go Now", "Start saving now", "Start free trial".

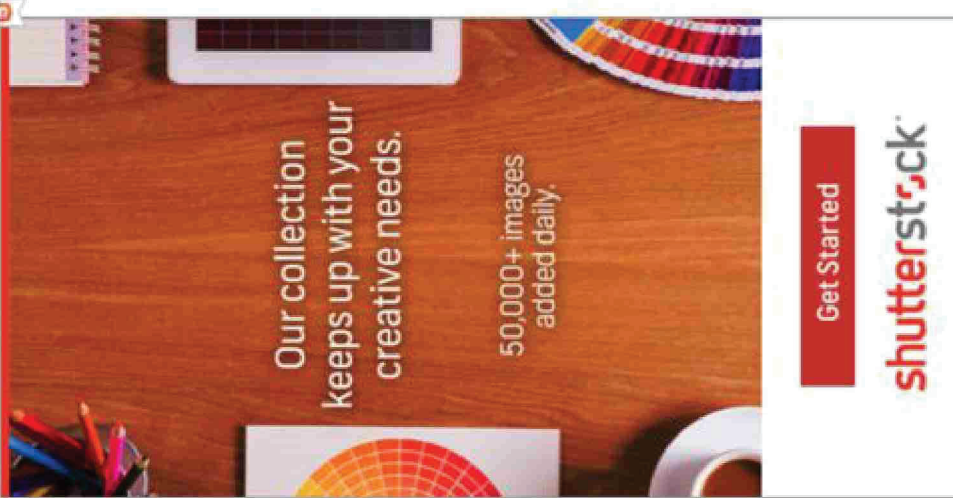
P_0007510



Fresh Ideas
Thousands of new images
added every day, with free
images every week.

shutterstock®
Get Started

This banner features a background image of a coastal town with white buildings and blue domes under a clear blue sky. The text is positioned on the left side, and the Shutterstock logo and 'Get Started' button are on the right.



Our collection
keeps up with your
creative needs.

50,000+ images
added daily.

Get Started
shutterstock®

This banner features a background image of a wooden desk with various creative tools like pencils, a ruler, and a color wheel. The text is positioned in the center, and the Shutterstock logo and 'Get Started' button are on the right.

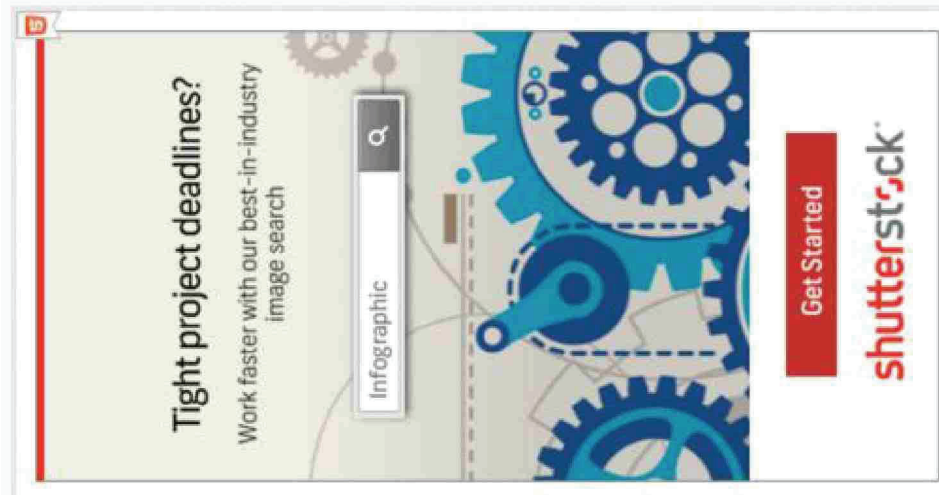
Might be good to attract users from remarketing lists. "Fresh ideas", "50,000+ images added daily" .

P_0007511



Might be good to attract users from remarketing list of "Small & Medium business". "Empower your team", "multi-person plan".

P_0007512



Might be good to attract new using "Search bar". Ideally the Landing page should be "Search page" on your website.

P_0007513



https://creative.adobe.com/plans?plan=edu&store_code=us&locale=en&scid=LCDWTQF3&mv=display

MENU SEARCH SIGN IN Adobe

Discover the Creative Cloud experience

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Photography
US\$ 9.99 /mo

Annual plan, paid monthly >

- Lightroom CC and Photoshop CC
- All the essentials to organize, edit and share photos on your desktop and mobile devices
- Your own portfolio website
- [Learn more](#)
- Requires [institutional affiliation](#)

BUY NOW

All Apps — Special Offer
US\$ 19.99 /mo

Annual plan, paid monthly >

- Promotional pricing for first year - [see terms](#)
- The entire collection of 20+ creative desktop and mobile apps including Photoshop CC and Illustrator CC
- Your own portfolio website, premium fonts and 20 GB of cloud storage
- Requires [institutional affiliation](#)

BUY NOW

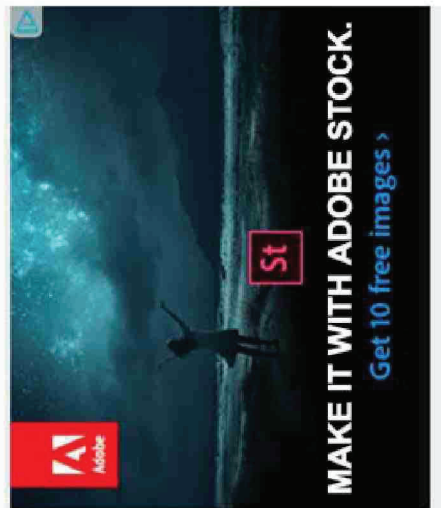
800-585-0774 Questions? Let's chat.

All prices subject to applicable local taxes. Select currency: US Dollar (US\$)

VISA American Express Mastercard PayPal

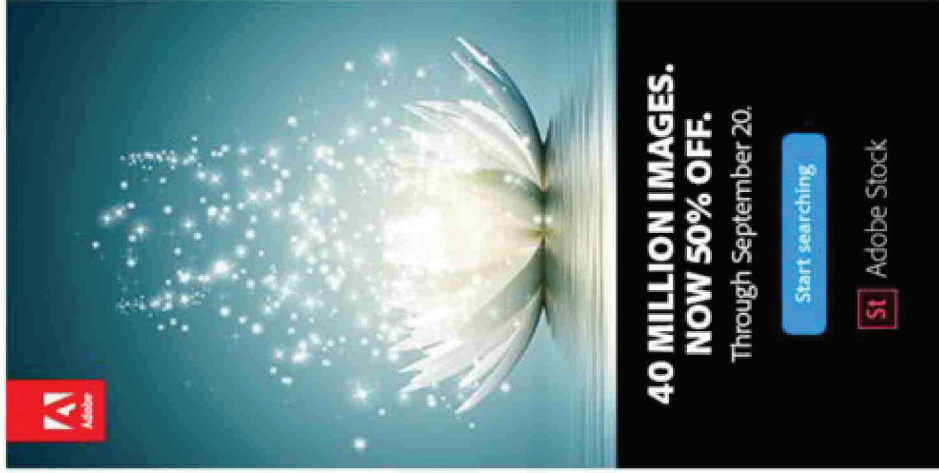
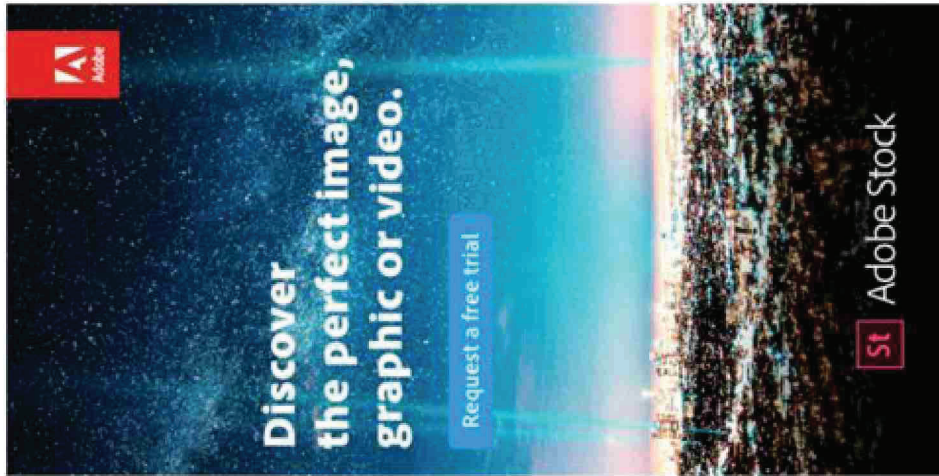
Important: if it's "Special offer" for new users it's good to have a separate Landing page for such ads.

P_0007514



Might be good for new users. Usually it's better to test +/- different creatives to attract more different types of users.

P_0007515



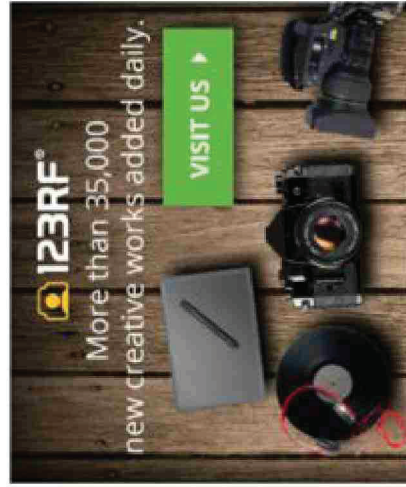
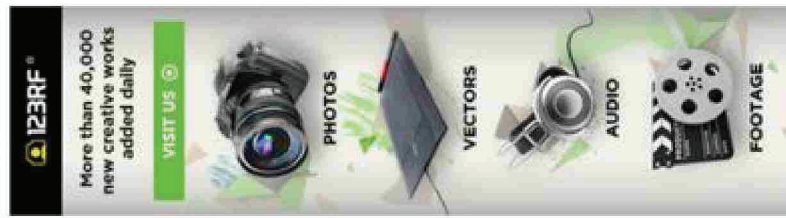
Might be good for new users. Different call to actions and types of buttons. Special offer with a deadline.

P_0007516



Might be good for new users. "Search Now ->" "Explore Now!" "Visit us >".

P_0007517



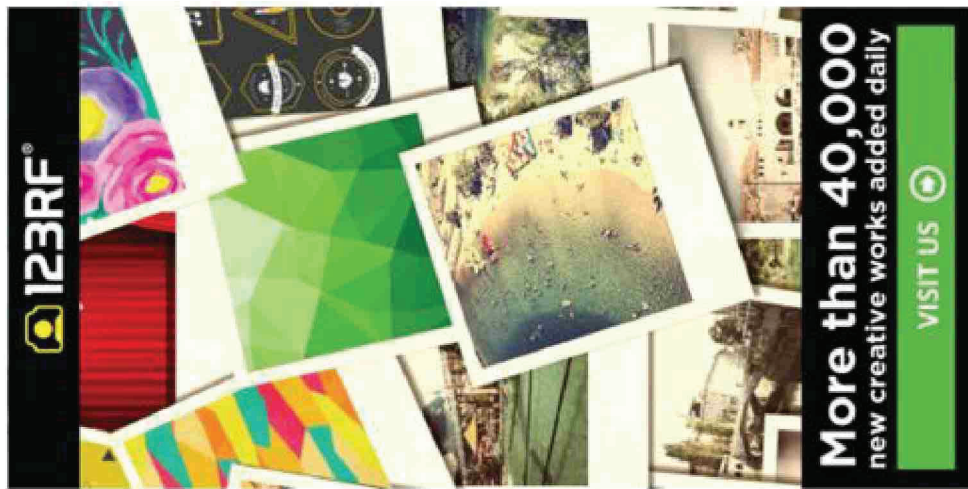
Might be good for remarketing lists.

P_0007518



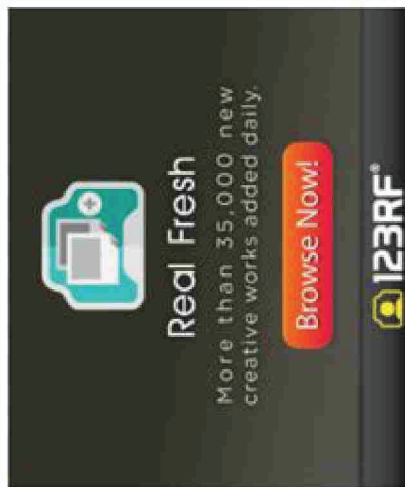
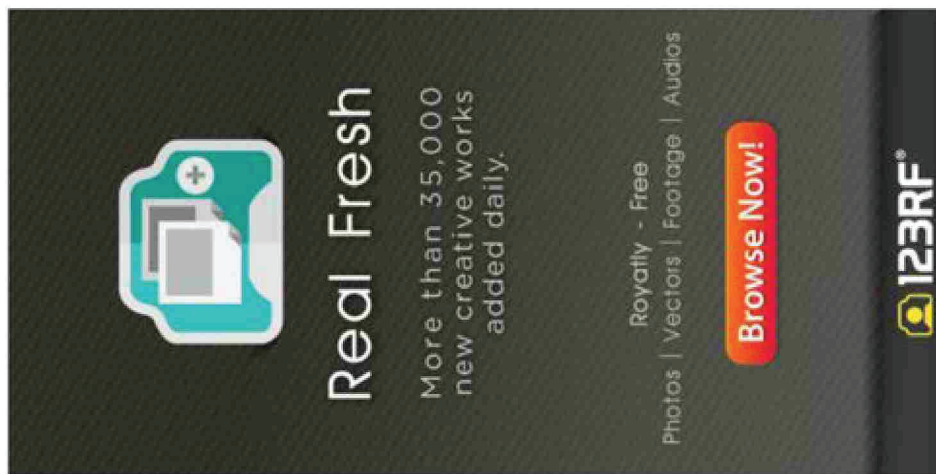
Might be good for a specific remarketing list "Vectors". Special offer with a deadline. Totally different designs.

P_0007519



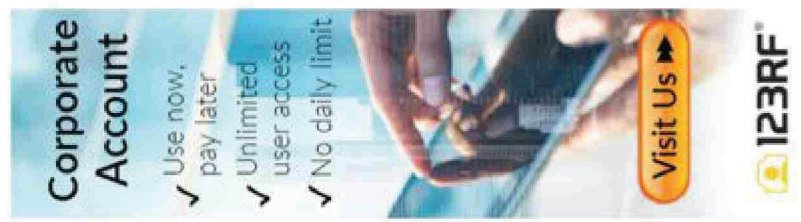
Might be good for remarketing lists. "More than 40,000 new creative works added daily".

P_0007520



Might be good for remarketing lists. "REAL FRESH", "Browse Now!", "More than 35,000 new creative works added daily".

P_0007521



Might be good to attract users from remarketing list of "Small & Medium business" . "Corporate account" and it's advantages.

P_0007522

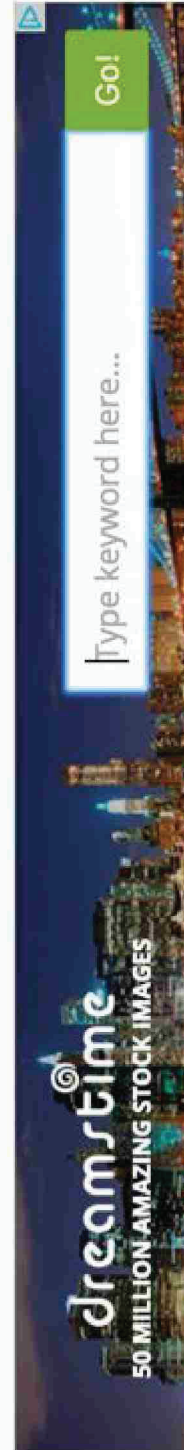
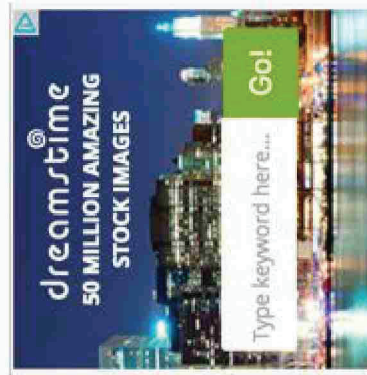
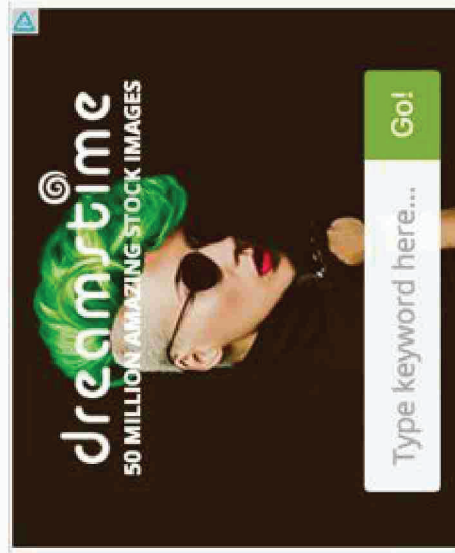


Might be good to promote "Credits" or new feature (e.g. instant checkout) for users from remarketing lists or similar audiences.

P_0007523

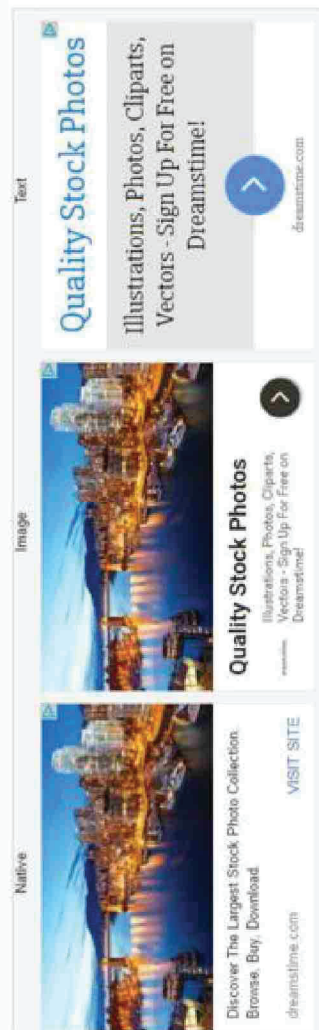
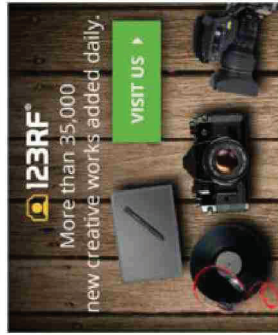
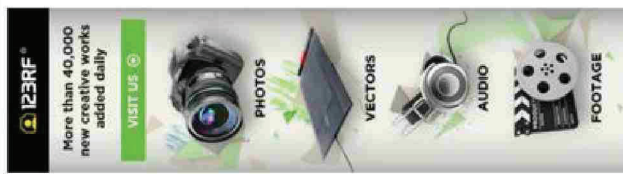
Dreamstime creatives: what we can test?

P_0007524



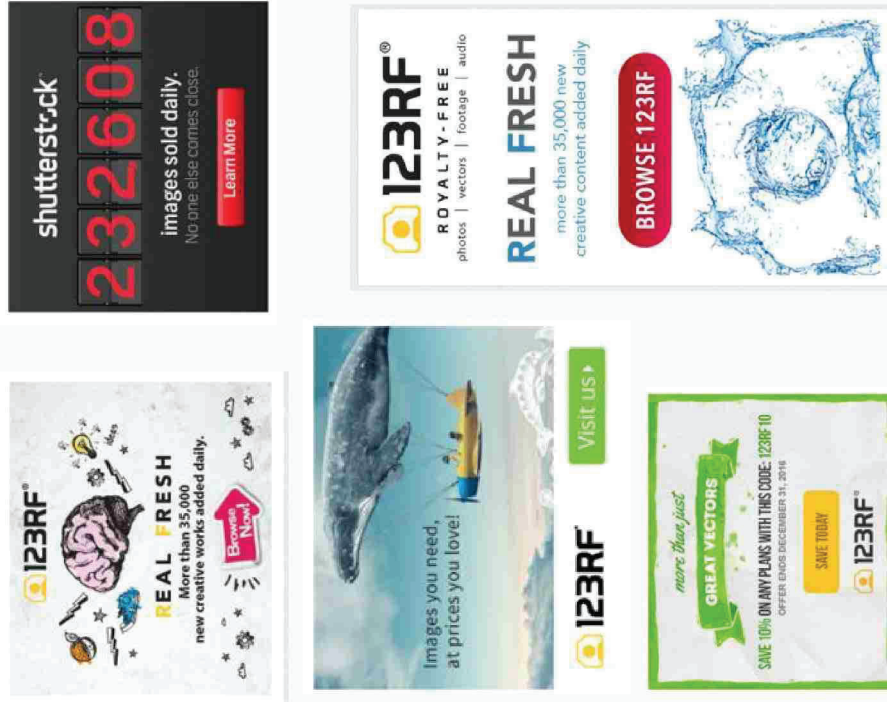
"Search bar"

P_0007525

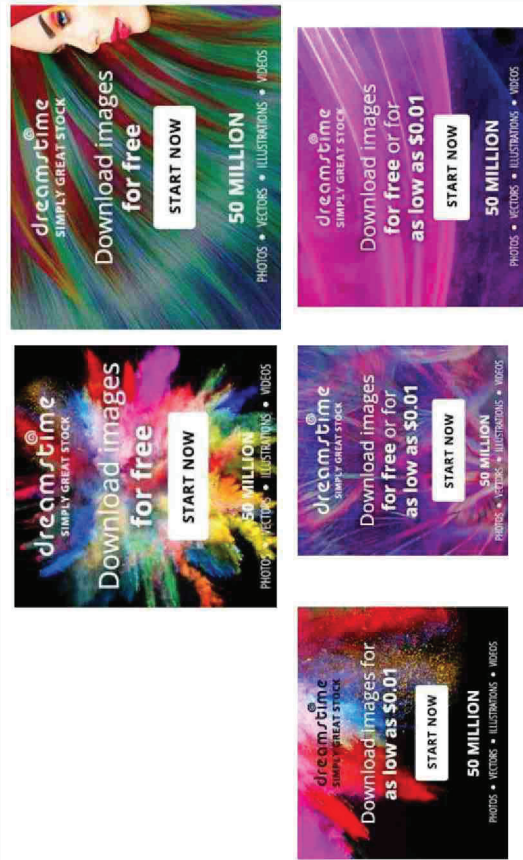


Texts / images inside image ads

P_0007526



P_0007527



Buttons (colour, shape, font), Call-to-actions, Themes

Next steps:

- Experiment with different display ad types and content designs
- Test different designs/themes for “Search bar” image ads (with relevant Landing pages)
- Be explicit about “Call-to-actions” (test it depends on new or returning users, depends on audience segment)
- Test words “Now”, “Here”, “Today”, “Start searching Now!”, etc. for new users
- Test words “Real Fresh. Browse Now!”, “Continue searching”, “Start saving Today!” etc. for remarketing
- Avoid to have 2-3 different verbs (“Call-to-actions”) in the same ad creative, use one the most relevant
- Test Buttons (Colour, Size, Font, Narrows, Symbols)
- Test “Special offers” with headlines
- All text inside the image ad should be easy to read and understand
- Try new Landing Pages (more relevant for each Image ad creative)

It should be very clear for user: “Why should I click on this banner?”, “Why this website could be interesting for me?”, “Why this offer is more attractive for me than offers from companies?”